

## ORDER



**Orders**  
**Order / Rev:** 364928  
**Alt Order #:** 06867670  
**Product Desc:** JOE HECK  
**Estimate:** 3074  
**Flight Dates:** 10/25/12 - 10/30/12  
**Original Date / Rev:** 10/24/12 / 10/24/12  
**Order Type:** GENERAL

## KTNV - Las Vegas

**Primary AE:** Anjanette Brady  
**Sales Office:** PPH  
**Sales Region:** NAT

**Agency**  
**Name:** Strategic Media Placement  
**Buying Contact:**  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Heck, Joe  
**Demographic:** A35+  
**Product Codes:** PL State Senate  
**Priority:** P-05  
**Revenue Codes:** HOUSE, POL CAND, CAND

**New Business Thru:**  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	12	\$8,900.00	\$7,565.00
10/29/12	10/30/12	4	\$3,300.00	\$2,805.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	12	\$8,900.00	\$7,565.00	0.00
November 2012	4	\$3,300.00	\$2,805.00	0.00
<b>Totals</b>	<b>16</b>	<b>\$12,200.00</b>	<b>\$10,370.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjanette Brady			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KTNV - Las Vegas	26%	\$12,200.00
Market	100%	\$46,923.08

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KELV	0%	\$0.00
KFBT	0%	\$0.00
KHDF	0%	\$0.00
KINC	0%	\$0.00
KLAS	34%	\$15,953.85
KLVS	0%	\$0.00
KMCC	0%	\$0.00
KSNV	31%	\$14,546.15
KTUD	1%	\$469.23
KVMY	4%	\$1,876.92
KVVU	4%	\$1,876.92
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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**KTNV - Las Vegas**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTNV	10/25/12	10/26/12	M-F 6-7am Action News	CM	M-F 6-7a	---TF--	1:00	2	\$650.00	P-05	0.00	NM	2	\$1,300.00
6A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	---TF--		2		\$650.00		0.00					
E 2	KTNV	10/29/12	10/30/12	M-F 6-7am Action News	CM	M-F 6-7a	MT-----	1:00	2	\$650.00	P-05	0.00	NM	2	\$1,300.00
6A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	MT-----		2		\$650.00		0.00					
E 3	KTNV	10/25/12	10/26/12	M-F 7-9a Good Morning America	CM	M-F 7-9a	---TF--	1:00	1	\$650.00	P-05	0.00	NM	1	\$650.00
GD MRN AMER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	---TF--		1		\$650.00		0.00					
E 4	KTNV	10/25/12	10/26/12	M-F 6-7p Action News	CM	M-F 6-7p (6:00 PM-6:30 PM)	---TF--	1:00	2	\$800.00	P-05	0.00	NM	2	\$1,600.00
6P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	---TF--		2		\$800.00		0.00					
E 5	KTNV	10/29/12	10/30/12	M-F 6-7p Action News	CM	M-F 6-7p (6:00 PM-6:30 PM)	MT-----	1:00	1	\$800.00	P-05	0.00	NM	1	\$800.00
6P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	MT-----		1		\$800.00		0.00					
E 6	KTNV	10/25/12	10/26/12	M-F 11-11:35p Action News	CM	M-F 11-11:35p	---TF--	1:00	2	\$1,200.00	P-05	0.00	NM	2	\$2,400.00
11P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	---TF--		2		\$1,200.00		0.00					
E 7	KTNV	10/29/12	10/30/12	M-F 11-11:35p Action News	CM	M-F 11-11:35p	MT-----	1:00	1	\$1,200.00	P-05	0.00	NM	1	\$1,200.00
11P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	MT-----		1		\$1,200.00		0.00					
E 8	KTNV	10/27/12	10/27/12	Sat 7a GMA Sat 7a-8a GMA	CM	Sat 7a-8a GMA	-----S-	1:00	1	\$550.00	P-05	0.00	NM	1	\$550.00
GD MRN SAT ABC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S-		1		\$550.00		0.00					
E 9	KTNV	10/28/12	10/28/12	Sun 6a Sun 6a-7a	CM	Sun 6a-7a	-----S	1:00	1	\$500.00	P-05	0.00	NM	1	\$500.00
6A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S		1		\$500.00		0.00					
E 10	KTNV	10/28/12	10/28/12	Sun 7a GMA Sun 7a-8a GMA	CM	Sun 7a-8a GMA	-----S	1:00	1	\$550.00	P-05	0.00	NM	1	\$550.00
GD MRN SUN ABC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S		1		\$550.00		0.00					
E 11	KTNV	10/28/12	10/28/12	Sun 6-7p Action News	CM	Sun 6-7p (6:00 PM-6:30 PM)	-----S	1:00	1	\$800.00	P-05	0.00	NM	1	\$800.00
6P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S		1		\$800.00		0.00					
E 12	KTNV	10/28/12	10/28/12	Sun 8a Sun 8a-9a	CM	Sun 8a-9a	-----S	1:00	1	\$550.00	P-05	0.00	NM	1	\$550.00
8A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S		1		\$550.00		0.00					
Totals													16	\$12,200.00	